ny ROU 1210

Fill Moonlight -

MOONLIGHT POS/PDI REFERENCE SHEET

1. **PLEASE COPY FRONT & BACK.**

2. **DISTRIBUTE TO THE APPROPRIATE MANAGER/REPS IN YOUR REGION WHO ARE HANDLING MOONLIGHT TEST INTRODUCTION!! (REFERENCE ROU BRIEF 176-A)**

PROGRAM CONTACT: **SHARON REID**
EXT. 2584

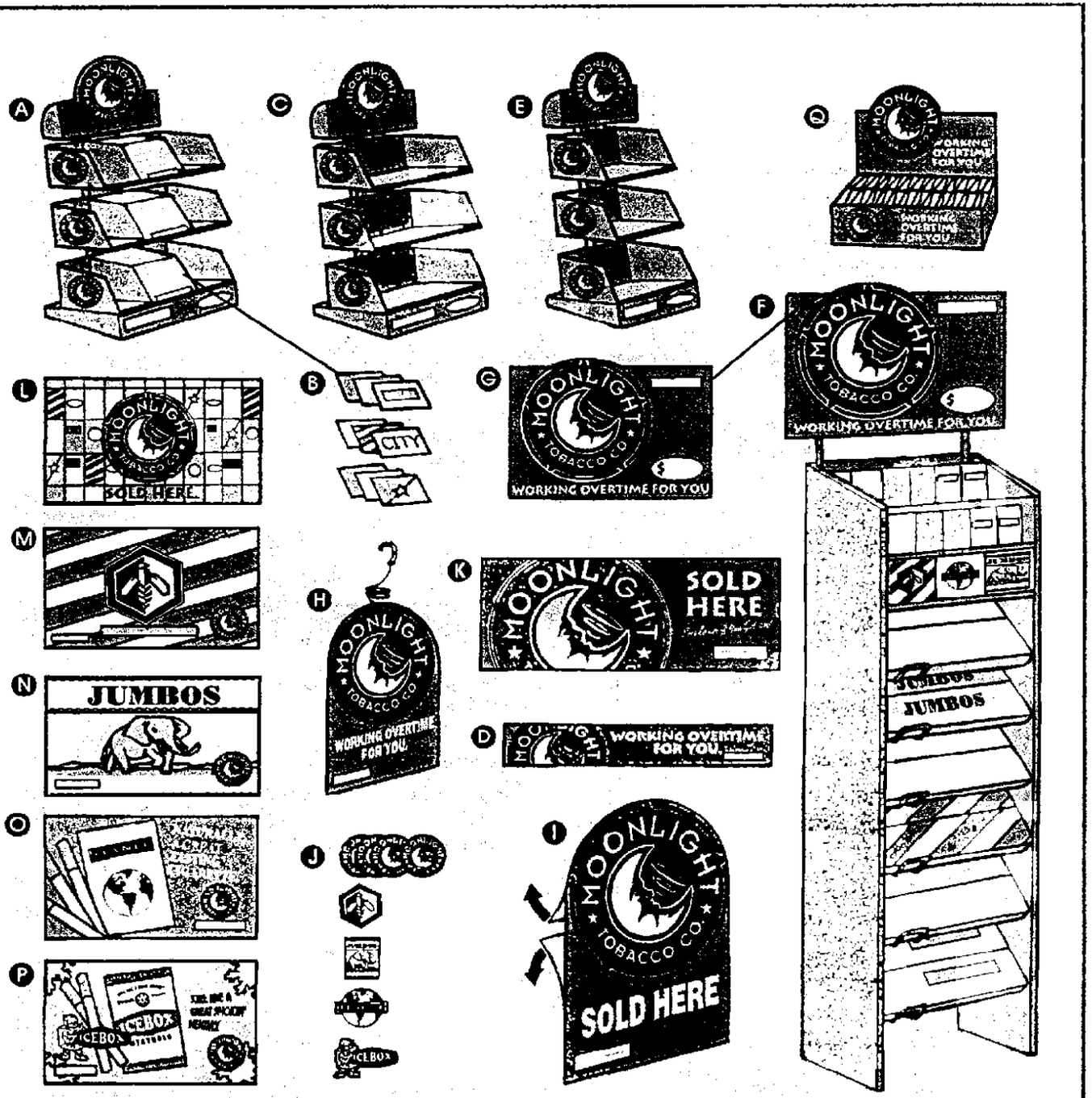
51847 8292

Source: https://www.industrydocuments.ucsf.edu/docs/flgy0000

MOONLIGHT TOBACCO CO.

CONVENIENCE STORE MATERIALS (INTERIOR)

- **A COUNTER DISPLAY KIT (510011) 1/SKU**
  SEATTLE, CHICAGO, NEW YORK MARKETS(includes display,9 POS cards,4-4" stickers,1 window decal,1dangler w/hook)
  NEW COUNTER DISPLAY KITS (514121) 1/SKU
  ALL OTHER MARKETS (includes display,9 POS cards,4-4" stickers,1 window decal,1dangler w/hook,1 retailer sheet)
- **B COUNTER DISPLAY POS CARDS 1/SKU**
  (For replacements only.)
  Bees 510071 — City 510065
  Sedona 510074 — Metro 510053
  Jumbo 510062 — Planet 510002
  North Star 510050 — Icebox 510005
  Politix 510044
- **C OPEN SHELF DISP. KIT (511325) 1/SKU**
  (display only)
- **D 24" PKG. MERCH. CARD (511883) 1/SKU**
- **E MLT MINI COUNTER DISPLAY (515432) 1/SKU**
  (display only)
- **F FLOOR BASE DISP. KIT (507971) 1/SKU**
  (includes display,9 POS cards,1 header card)
- **G FL. BASE DISP. HEADER CD. (507974) 1/SKU**
  (For replacements only.)
- **H MLT MOBILE/HOOKS KIT (518114) 10/SKU**
- **I WINDOW DECAL (510035) 1/SKU**
- **J BRAND STICKERS 1/SKU (less than 36 sq. in. in size)**
  4" Round Stickers 510041
  Bees Brand Sticker 514142
  Jumbo Brand Sticker 514130
  Planet Brand Sticker 514124
  Icebox Brand Sticker 514133
- **K RECT. (28x12) WINDOW DECAL (511334) 1/SKU**
- **L MOONLIGHT QUILT PASTER (515771) 1/SKU**
- **M BEES PASTER (514535) 1/SKU**
- **N JUMBOS PASTER (514541) 1/SKU**
- **O PLANET PASTER (511901) 1/SKU**
- **P ICEBOX PASTER (511898) 1/SKU**
- **Q MATCHES 50 boxes = 1 SKU (511895)**
  (MATCH CADDY (510023) order seperately)



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MOONLIGHT TOBACCO CO.

CONVENIENCE STORE MATERIALS (EXTERIOR)

- Ⓐ MOONLIGHT SALES FOLDER (508013) 1/SKU

SALES FOLDER INSERTS 1/SKU:

- Ⓑ NORTH STAR (508001)
- Ⓒ BEES (507992)
- Ⓓ SEDONA (507983)
- Ⓔ JUMBO (508004)
- Ⓕ POLITIX (507980)
- Ⓖ CITY (508010)
- Ⓗ METRO (507995)
- Ⓘ PLANET (509981)
- Ⓙ ICEBOX (509984)

- Ⓚ MLT TOB. CO. BANNER (514544) 1/SKU
- Ⓛ ICEBOX BANNER (514763) 1/SKU
- Ⓜ LIGHTED SIGN (510014) 1/SKU
- Ⓝ METAL SIGN (511331) 1/SKU
- Ⓞ MOONLIGHT ONE SHEET (519752) 1/SKU
  (does not include frame)

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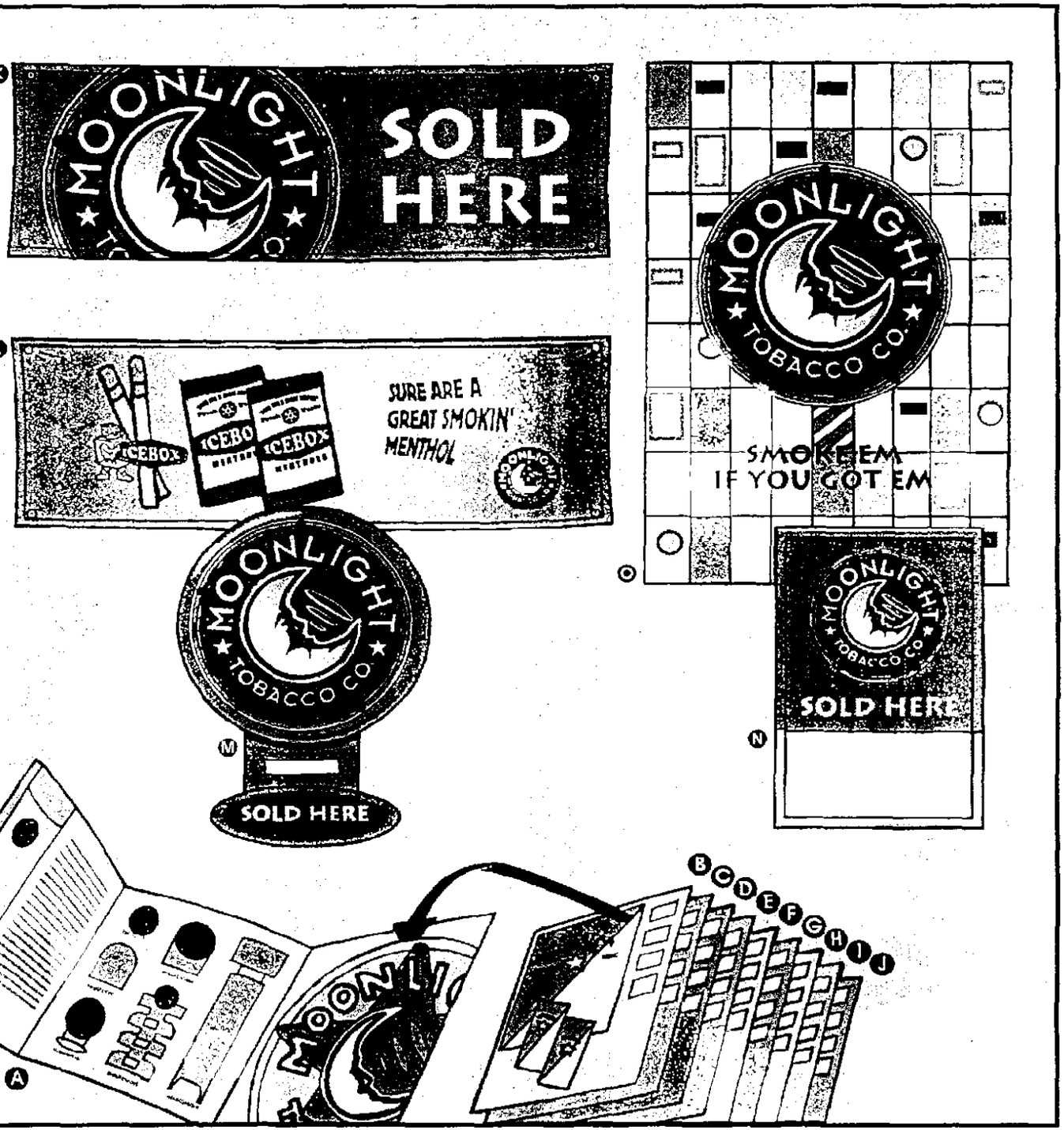

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